

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

aS1
USS
(Laym)

Inside Information

United States Department
of Agriculture
Office of Public Affairs
Washington, D.C. 20250

Volume 14, Number 5

May 1992

Inside This "INSIDE"

	Page
U. of Wisconsin Offers New Discussion Forum for Primatology	2
USDA-OPA Publishes New "How To Get Information from USDA"	2
USDA Begins Distribution of New Guide for Child Nutrition	2
New Photography Division Chief Announced by USDA's OPA	3
"Ag in the Classroom" Conference Set for Orlando, FL, June 6-9	3
North Carolina State U. Opening for Communications Writer	3
Son of Des Moines Register Washington Bureau Chief Drowns	4
Agricultural Communicators in Education Announce New Officers	4
Penn State Computer Program Will Help Utilize Food Wastes	4
Here's Some Useful Trivia -- What Is One Part Per Million?	5
USDA's Hank Becker Gives NY Magazine Editors Story Ideas	5
Upcoming Communication Events and Training Opportunities	6

CHICAGO
AGENCIES
BRANCH
JUN 9 '92
LIBRARY

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.



U. OF WISCONSIN OFFERS NEW DISCUSSION FORUM FOR PRIMATOLOGY

The Wisconsin Regional Primate Research Center (WRPRC) at the University of Wisconsin, Madison, is pleased to announce the availability of a new electronic mail listserver called PRIMATE-TALK, an open forum for discussion of primatology and related subjects. Subject matter may include but is not limited to:

- News items
- Meeting announcements
- Research issues
- Information requests
- Veterinary/husbandry topics
- Job notices
- Animal exchange information
- Book reviews

People with Internet, BITNET or UUCP addresses can communicate with PRIMATE-TALK. Users of other networks should contact the WRPRC. If you are interested in joining PRIMATE-TALK, send a message to PRIMATE-TALK-REQUEST@PRIMATE.WISC.EDU stating that you would like to sign on. Messages to the list are sent to PRIMATE-TALK@PRIMATE.WISC.EDU.

If you have questions about electronic access to the list, call Larry Jacobsen, Head of Library Services at the WRPRC Library at 608-263-3512, or FAX 608-263-4031. You may also write to the WRPRC Library, 1220 Capitol Court, Madison, WI 53715-1299.



USDA-OPA PUBLISHES NEW "HOW TO GET INFORMATION FROM USDA"

The latest edition of "How to Get Information from the United States Department of Agriculture" has been published.

The 66-page publication, produced by USDA's Office of Public Affairs, is divided into 5 sections: USDA Public Affairs and Agency Information Offices, USDA Agency Index (Acronyms), USDA Organizational Chart, USDA Information Staff Index, and USDA Subject Index.

For those who have FTS2000MAIL, an abridged version of "How to Get Information" is available in a shared folder in the system. The entire publication is available on the CID (Computerized Information Delivery) Service.

Copies are limited. For a single free copy, write to Denver Browning, USDA, Office of Public Affairs, Room 536-A, Washington, DC 20250. Telephone is 202-720-2058.



USDA BEGINS DISTRIBUTION OF NEW GUIDE FOR CHILD NUTRITION

USDA is distributing 350,000 copies of a new child nutrition guide nationwide to schools, child care providers, and summer program sponsors.

The 61-page "Nutrition Guidance for Child Nutrition Programs" is the first in a series of materials to help improve the nation's child nutrition programs. The publications gives practical guidance to help food service professionals provide sound nutrition and looks at innovative ways to implement the recommendations of the "Dietary Guidelines for Americans" the programs.

Produced by USDA's Food and Nutrition Service, the publication will be used by the National School Lunch Program, the School Breakfast Program, the Child and Adult Care Food Program, and the Summer Food Service Program. The book will serve as a basis for revisions of the USDA meal patterns and menu planning guides.

For more information, contact: Darlene Barnes, 703-305-2286.



NEW PHOTOGRAPHY DIVISION CHIEF ANNOUNCED BY USDA'S OPA

William C. Tarpenning has been named Chief of the Photography Division in USDA's Office of Public Affairs (OPA). He replaces Theodosia Thomas, who retired December 31.

Before joining USDA, Tarpenning was the Marketing Director at the National Audiovisual Center where he managed a staff of creative professionals in the marketing and acquisition efforts for over 8,000 audiovisual titles including slide sets, videos in all formats, film strips, 16mm film, and multimedia kits including interactive video production. He was responsible for the 20 or more promotional campaigns that were usually running concurrently, and also was involved in laser disc projects.

Tarpenning began his photography career in the Air Force in the late 1960s. His civil service career began with the U.S. Department of Interior. Working in the public affairs staff of the Bureau of Land Management, he completely reorganized the photo library. He was promoted to chief of the Communications Services Branch with responsibility for a graphics shop, quarterly magazine, film and video unit, still photography unit, photo library, and the exhibits unit. He also served at the Census Bureau as an audiovisual specialist.

Tarpenning managed a commercial photography studio and camera shop in the mid 1980s (Nikon dealership). In the early '70s he served as Farm Service Director for KRVN Radio in Lexington, Nebraska, where he wrote, produced and delivered on-air news and feature stories of interest to farm families as well as frequently traveling to speak or serve as a panelist for agricultural and civic groups on farm policy.

He also previously worked as news director at KMA Radio in Shenandoah, Iowa, and as account executive at the Des Moines Register and Tribune and at the Washington Daily News.

Tarpenning holds a bachelor's degree in Political Science and Journalism from The American University. He serves on the Board of the Council on International Nontheatrical Events (CINE).

**"AG IN THE CLASSROOM" CONFERENCE SET FOR ORLANDO, FL, JUNE 6-9**

Over 120 education and agriculture representatives from across the United States and Canada will meet June 6-9, in Orlando, Florida, to share ideas, materials, and strategies to strengthen state and local Ag in the Classroom programs.

This national agricultural literacy effort is coordinated by Shirley Traxler, Science and Education, USDA. It helps kindergarten through 12th grade teachers infuse information about agriculture into the subjects they teach in order to give students a better understanding about the importance of agriculture in their lives.

Teachers from Michigan, Nebraska, and California will describe how they have applied Ag in the Classroom -- how it has enlivened their classrooms and improved their students' test scores.

In addition, the conference agenda will include seminars on global agricultural issues and foreign trade; industry involvement in Ag in the Classroom; instructional technology; and an address by an agricultural economist from the former Soviet Union who is working on a Colorado dairy farm to learn more about the U.S. dairy production system. He will take home ideas about improving the dairy system in his country.

Conference participants also will tour "The Land" exhibit at Walt Disney World's EPCOT Center.

For more information call Shirley Traxler at 202-720-5727.

**NORTH CAROLINA STATE U. OPENING FOR COMMUNICATIONS WRITER**

North Carolina State University has an opening for a communications specialist/writer in its Department of Agricultural Communications.

Requirements include a minimum of 3 years of news/feature writing experience, excellent writing skills, ability to put together an execute a total communications plan in support of special projects, and the ability to conduct effective communications training.

A master's degree is preferred, and knowledge of research and extension education roles of land grant university is highly desirable.

Applications will be accepted until July 31, or until a suitable candidate is found.

Submit letter of application; resume; published writing samples (that do not need to be returned); and names, addresses, and telephone numbers of three references to: Woody Upchurch, Search Committee Chairman, Box 7603, North Carolina State University, Raleigh, NC 27695.



SON OF DES MOINES REGISTER WASHINGTON BUREAU CHIEF DROWNS

Nicholas A. Anthan, 19, son of Des Moines Register Washington Bureau Chief George P. Anthan, was the victim of an accidental drowning in the Potomac River on May 20. His body was recovered on May 23. Anthan was swimming in an area of the Potomac that has a dangerous undertow according to firefighters.

In addition to his parents, George and Ann, Anthan is survived by two brothers, Peter, 25, and Elias, 22. He was a child-care worker at the Ayrlawn Day Care Center in Bethesda.

His father, George Anthan, is well known around USDA. He has long covered agriculture for the Des Moines Register and also the former afternoon Tribune. He has been with the company for 32 years. Twenty of those years have been with the Washington Bureau and the last 6 or 7 years as the bureau chief.

Funeral services for Nicholas Anthan were held on May 27.



AGRICULTURAL COMMUNICATORS IN EDUCATION ANNOUNCE NEW OFFICERS

New officers for the 1992-93 Agricultural Communicators in Education calendar year will be: Gary Hermance (University of Florida), president; Linda Benedict (University of Missouri), president-elect; and Valorie McAlpin (North Carolina A&T), vice president. They will assume their offices at the closing of the International meeting to be held in Washington, DC, June 26-28. David King (Purdue University) will be immediate past-president.

Beginning 2-year terms as directors will be Lyn Jarvis, University of Vermont, Northeast Region and Scott V. Fedale, Washington State University, Western Region.

New directors-elect will be: Cathy Bridwell, USDA Extension Service, Washington, D.C. Region; Robert R. Furbee, Ohio State University, North Central Region; and Julia Graddy, University of Florida, Southern Region.



PENN STATE COMPUTER PROGRAM WILL HELP UTILIZE FOOD WASTES

A new user-friendly computer program is being developed by two scientists at Pennsylvania State University -- Harold Harpster, associate professor of animal science and Dennis Buckmaster, assistant professor of agricultural engineering. When completed, the program will make it easy to determine the appropriate amount of byproduct feed to add to a given animal diet -- as easy as the click of a computer mouse.

Although no national figures are available on the amount of food wastes generated, Pennsylvania alone -- which houses only 2 percent of the food processing industries -- generates an estimated 4.8 million tons of food waste or byproduct each year. Penn State scientists believe they have found a use for portions of these wastes.

"Manufacturers of cereal, potato chips, canned vegetables, and a host of other products are anxious to find alternative uses for their food wastes or byproducts, like stems and peels," says Harpster. "We've found that a number of byproducts have great potential in animal feed, and we're surprised at the level of digestible nutrients in many of the food wastes."

Designed to calculate a least-cost ration meal plan, the computer management model is based on windows with pull-down menus and dialogue boxes. Once a livestock producer enters information on the type of livestock they own, the feed currently used, and the kind of byproduct they're interested in using, the computer program will not only deliver a balanced ration, but also will display a map locating places where a particular byproduct is available.

For more information, call: Lisa Rosellini or Vicki Fong at 814-865-7517.



HERE'S SOME USEFUL TRIVIA -- WHAT IS ONE PART PER MILLION?

A question many of us have pondered time and again -- just what is one part per million, anyway? -- can finally be answered. After an exhaustive study, here at last are the findings of the Washington, D.C. environmental consulting firm of Karch and Associates, Inc. This should make interesting dinner conversation or perhaps answer a question that is sure to come across your desk sooner or later.

One part per million is the same as: one inch in 16 miles ... one minute in two years ... a one-gram needle in a ton of hay ... one penny in \$10,000 ... one large mouthful of food in comparison with all the food a person consumes in a lifetime ... one drop in 16 gallons of water. And your editor has one to add: one question, what is one part per million, once in a lifetime ... maybe!



USDA'S HANK BECKER GIVES NY MAGAZINE EDITORS STORY IDEAS

Henry (Hank) Becker III, recently made his spring trek to New York City, May 18-22. As head of the Media Relations Unit in the Current Information Staff of USDA's Agricultural Research Service (ARS), he's responsible for establishing and maintaining liaison with national news media, especially in New York City. For ten years now, every spring and fall Becker visits about 35 to 40 editors and TV producers in New York.

Editors visited at publications like the NEW YORK TIMES, SCIENTIFIC AMERICAN, THE WALL STREET JOURNAL, BUSINESS WEEK, DISCOVER, and POPULAR SCIENCE got a press packet of information on the latest ARS research and scientists to contact. Becker also sees TV producers at NBC, Channel 1, and Life Styles. Handouts for the trip were packets of Mini-Green seeds -- the first midget iceberg lettuce seed available to East Coast gardeners.

Between visits Becker keeps in touch with most of the editors, answering their inquiries and sending them new information from various ARS publications that might be of interest to their readers. The trips help him advise others on the Information Staff on research -- and news stories -- of interest to specific national media.

In addition, Becker is currently vice president of the D.C. Region of the Agricultural Communicators in Education (ACE).



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**June 8-9:**

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
The Jefferson Hotel, Richmond, Virginia
Contact: Effective Communications Group, 201-444-3147

June 26-28:

76TH INTERNATIONAL ACE CONFERENCE
J.W. Marriott Hotel, Washington, D.C.
Contact: C.W. Bowman Company, 703-979-1639

June 28 - July 1:

THIRD QUADRENNIAL U.S. AGRICULTURAL COMMUNICATORS CONGRESS
J.W. Marriott Hotel, Washington, D.C.
Contact: 202-785-6717, FAX 202-331-4212

July 8:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
Holiday Inn Lakeside, Cleveland, Ohio
Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 9:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
Somerset Inn, Detroit/Troy, Michigan
Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 10:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
Clarion Hotel, Detroit/Farmington Hills, Michigan
Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 13:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
The Conte Building (Suite 102), Annapolis, Maryland
Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 14:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
The Madison Hotel, Washington, D.C.
Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 15:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
Ramada Hotel & Conference Center, Baltimore, Maryland
Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 16:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP
Holiday Inn South, Fredericksburg, Virginia
Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 17:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP

Tyson's Westpark Hotel, McLean, Virginia

Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 27:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP

Holiday Inn Charleston House, Charleston, West Virginia

Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 28:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP

Holiday Inn West, Columbus, Ohio

Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 29:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP

Daytonian Hilton Hotel, Dayton, Ohio

Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 30:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP

Marriott Hotel, Cincinnati, Ohio

Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

July 31:

POWERFUL COMMUNICATION SKILLS FOR WOMEN ONE-DAY WORKSHOP

Radisson Airport Hotel, Evansville, Indiana

Contact: Nat'l Businesswomen's Leadership Association, 1-800-258-7246

August 2-6:

CASE SUMMER INSTITUTE IN COMMUNICATIONS

University of Notre Dame, Notre Dame, Indiana

Contact: 202-328-5967 or 202-328-5974

January 14-16, 1993:

NAGC 1992 NATIONAL COMMUNICATIONS SCHOOL

Old Colony Inn, Alexandria, Virginia

Contact: Debbie Trocchi, 703-519-3902



